



Docket No.: HOK-9022/CON
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Takuya Matsumoto et al.

Application No.: 10/718,660

Confirmation No.: 1610

Filed: November 24, 2003

Art Unit: 3622

For: **SYSTEM AND METHOD OF ARRANGING
DELIVERY OF ADVERTISEMENTS OVER A
NETWORK SUCH AS THE INTERNET**

Examiner: D. Champagne

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated June 13, 2005, please amend the above-identified U.S. patent application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 9 of this paper.